

AGENDA
Chaffee County Visitors Bureau Board Meeting
January 24, 2023
Location:
Commissioner meeting room
County Administrative Offices
104 Crestone Avenue Salida, Colorado 81201

1. Call to Order
2. Recommendation to appoint of Board Members: Jamie Billesbach, Betsy Kolomitz, Dylan Jewell, Scott Lindbloom to the Chaffee County Visitors Bureau Board Of Directors
3. Election of Officers Chair, Co-Chair, Secretary
4. Approval of November 18, 2022 Board Meeting Minutes
5. Public Comment Period – limited to 3 minutes per person
6. Approval of 2023 Meeting Dates

Tuesday, January 24, 2023 Salida
Tuesday, February 28, 2023 Poncha Springs
Tuesday, March 28, 2023 Buena Vista
Tuesday, April 25, 2023 Poncha Springs
Tuesday, May 23, 2023 Buena Vista
Tuesday, June 27, 2023 Poncha Springs
Tuesday, July 25, 2023 Buena Vista
Tuesday, August 22, 2023 Poncha Springs
Tuesday, September 26, 2023 Buena Vista
Tuesday, October 24, 2023 Poncha Springs
November (TBD)
December (TBD)

7. Approval of CCVB By Laws
4. Arkansas River Outfitters Association Public Relations Grant - Travis Hochard
5. Salida Chamber Of Commerce Kick Off To Summer Sponsorship – Lori Roberts
6. Chaffee Common Ground Grant - Adventure By Nature Pledge Sustainable Recreation Education Social Media Campaign
7. Colorado Tourism Office's Tourism Management Grant - Adventure By Nature Pledge Sustainable Recreation Education Radio Campaign
12. Marketing Director Report
13. Board Member Reports – up to 15 minutes Questions and comments about board reports
14. Meeting Adjourned

ZOOM

Topic: Chaffee County Visitors Bureau

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly:

https://zoom.us/meeting/tJ0vdeigrTwvG9SMnm5V8dKIWibljvzEoat6/ics?icsToken=98tyKuChrDkrEteStRiHRox5Aljod_zztmZYjfpusRHoVhYLZij6AetAG7hpCv3f

Join Zoom Meeting

<https://zoom.us/j/99221837510?pwd=T1pFK01QNWplMWxZUmRsSU91eTJZZz09>

Meeting ID: 992 2183 7510

Passcode: 659336

One tap mobile

+13462487799,,99221837510#,,,,*659336# US (Houston)

+16699006833,,99221837510#,,,,*659336# US (San Jose)

Dial by your location

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

Meeting ID: 992 2183 7510

Passcode: 659336

Find your local number: <https://zoom.us/u/acPDH0j7ah>



Chaffee County Board of Commissioners

P.O. Box 699/104 Crestone Ave.
Salida, CO 81201

719.539.2218 Ext. 0/www.chaffeecounty.org

PUBLIC NOTICE

The Chaffee County Board of Commissioners is accepting letters of intent from persons desiring to serve on the Chaffee County Visitor's Bureau Board. Persons wishing to apply for this position must be involved with the tourism industry within the municipalities or unincorporated areas from which the lodging tax is collected. Meetings are held the 4th Tuesday of every month. Four positions are to be filled.

Letters will be accepted until 4:00 p.m. on Thursday December 1, 2022 in the Commissioner's Office located in the Courthouse at 104 Crestone, or mailed to P.O. Box 699, Salida, CO. 81201 or e-mail to chaffeeadmin@chaffeecounty.org. For further information please call (719) 539-2218 Ext. 0.

Please publish in the Mountain Mail Tues Nov 8 and Fri Nov 11 and in the Chaffee County Times Thur Nov 10, 2022

Send billing to the Commissioner's Office



123 G. Street - Salida, CO 81201
719.239.4928
Centralsbdc.org
jamie@centralsbdc.org

Hello Chaffee County Visitors Bureau Executive Director and Board of Directors,

This letter is offered as my official interest in serving on the Chaffee County Visitors Bureau for a 2023 term opening. It has been an honor to serve on the Visitor's Bureau board these past three years and I feel I still have many resources and knowledge to assist in navigating a greatly reduced annual budget as a board member.

As Center Director of the Central Mountain SBDC I bring expanded knowledge and contributions to our small businesses and entrepreneurs in our region who are reliant on tourism and year round income from those visiting us throughout Colorado. Via the SBDC I can support and lobby for our region with resources from other entities of the Office of Economic Development & International Trade who manage the SBDC Network. Lastly, our center creates and manages our regional annual Outdoor Industry Summit which brings a wealth of knowledge and heartfelt compassion to this industry which is reliant on tourism.

Personally, my husband David and I own the [Five Peaks Suite](#), a short term rental property promoted via Bookings that is attached to our home. We are reliant on this income to support our retirement, as well as, the ability to stay located in our valley as the cost of living here has greatly increased. Furthermore, having lived in the valley for 22 years, and by having my two daughters and four grandchildren also living in the region I strongly support responsible tourism and the continued education and promotion of our area.

Thank you for your thoughtful consideration, Jamie

Jamie Billesbach, Center Director Central Mountain SBDC



November 21, 2022

CCBV Board,

I am writing this letter to express my interest in serving a 3rd term on the CCVB Board. My current term expires on January 31, 2023.

I'm proud of all the projects and growth this board has accomplished in the last 3 years and especially during covid. I know the next few years will be challenging with the changes this board faces. I believe my experience from the past six years will help with changes that the board will face with the budget.

My connections in the in the wedding and event industry here in Chaffee County will be a continued asset to the board.

Thank you for your consideration. Please let me know if you have any questions.

Betsy Kolomitz
Owner

Settings Event Rental
719.539.2434
info@SettingsEventRental.com

22 December 2022

Chaffee County Visitors Bureau
Buena Vista, Colorado
81211
Subject: CCBV Board Nomination

Dear Board of Directors :

As my 3 year term comes to an end I would like to nominate my son, Dylan Jewell, to fill my position.

I am very proud of the work that the Chaffee County Visitors Bureau has accomplished over my 3 year term and I hope to watch Dylan take on this responsibility over this next term.

I am aware that the Chaffee County Visitors Bureau is a working Board and that a board member is expected to attend all regular quarterly and special Board and Committee meetings and occasional conferences as a representative of this bureau.

I am also aware that the current term of a board member is three (3) years and as the nominee's direct supervisor, I agree to grant Dylan adequate time away from his regular job to perform the duties required of a committee member, if elected.

As a lodging representative on this board representing the North end of the county I believe Dylan's voice will be important in this upcoming term. Thank you for your consideration and we look forward to working with this board in the New Year.

Sincerely,

C. Brent Jewell
General Manager/ Owner
(719)395-8009 ext 321
(719)207-0578
Brent@bwvistainn.com

Dylan Jewell
Front Office Supervisor
(719)395-8009
(719)207-3525
dylanj@bwvistainn.com

Scott Lindbloom

Phone: 928.242.7014/ slindbloom223@gmail.com

11/17/22

Interest in the following Boards with noted abilities:

1. Board of Review- interest and background in ADA compliance codes
2. Heritage Area Advisory- previous volunteer work with Showlow Chamber Commerce (2014-2018)
3. Visitors Bureau- previous volunteer work with Showlow Chamber Commerce (2014-2018)
4. Airport Board- on the NCIL transportation subcommittee with Airline Passengers with Disabilities
5. Transportation Advisory Board- on the NCIL transportation subcommittee

AGENDA
Chaffee County Visitors Bureau Board Meeting
9:00AM Friday November 18, 2022
VIRTUAL

Attending:

Dan Bender, Travis Hochard, Scott Peterson, Jamie Billesbach, Heather Rupski, Betsy Kolomitz, Clay Bidwell and Sarah Briam.

Guests: none

1. Call to Order 9:08am

2. Public Comment Period – limited to 3 minutes per person - no one present

4. Approval of the adjusted 2023 budget

Discussion on what we can do to reduce our 2023 budget to conform to the new ballot measure as it relates to Lodging Taxes. Scott reviewed a new reduced budget for 2023. Please note our challenge in cutting the 2023 budget now is due to the fact that we were expecting to have a budget of \$1,200,000 moving forward in 2023 to then prepare for the budget cuts that we were planning due to the new ballot measure to occur in the 2024 CCVB budget.

With this change to be effective in 2023 we reviewed budget comparisons of 2022 versus the new proposed 2023 budget, as well as, a comparison column of line items that we have already committed to in 2023 with signed contracts.

Discussions opened and we explored as a board a variety of scenarios including; cutting the website, webcams, and coop programs. Scott noted that he would like to preserve the AROA and Chambers co-op programs. In this new proposed budget Scot had already cut out the sustainable tourism programming and greatly reduced social channel outreach.

There were many questions about precisely what we are able to carry forward from January and February 2023 at 100% access to lodging taxes and if in fact we had immediate access to the \$300,000 carry forward. Furthermore, is this estimated carry forward accurate. After this review it was noted from the CCVB board that we need to have a resolution from the BOCC that clearly defines long term access to the projected \$300,000 (or more if this projection is lower than the actual) in carry forward and \$600,000 in reserves to be saved for CCVB funds and accessed by a review of the BOCC.

This is because it is critical to the success of the CCVB that the \$600,000 in the reserves will remain as CCVB rainy day with BOCC board approval if it is needed and guaranteeing that the \$300,000 can be used over the next few years as needed by the CCVB board based on adjusting for decreased lodging taxes due to having have our current lodging taxes in high years. We understand that BOCC member change, Chaffee County staff could also change and even the CCVB member will change and it is imperative that all in the future know about the implementation of access to these funds.

The CCVB board would like to note that the new 2023 budget proposal of \$708,000 is greatly reduced in good faith to allow us to carry forward the majority of the reserve funds to keep current marketing programs - including the video production work - intact over the next several years. There is concern the 60/40 split will reduce income from the lodging tax, resulting in further cuts to the CCVB budget. The board's understanding is that these funds will be earmarked for the CCVB and not reallocated to other programs.

Travis Hochard made a motion to approve the new 2023 budget or \$708,000 and Heather Rupska seconded it. All were in favor and none opposed.

6. Meeting Adjourned 9:49 am

BY LAWS

Chaffee County Visitors Bureau (CCVB)

1. The name of the citizen panel administering the tourism fund collected pursuant to C.R.S. 30-11-107.5 shall be the “Chaffee County Visitors Bureau” (also referred to through-out these bylaws as the “CCVB”).
2. The CCVB shall consist of eleven voting members, with one member from the lodging community. Because tourism constitutes such a large portion of the Chaffee County economy, three of the members shall represent the three local chambers of commerce, namely, the Executive Director of the Salida Chamber of Commerce, the Executive Director of the Buena Vista Chamber of Commerce, and the Executive Director of the Poncha Springs Chamber of Commerce (if Poncha Springs does not have a Chamber of Commerce, such person shall be a representative affiliated with tourism who is appointed by the Town of Poncha Springs). To qualify for the other seven positions on the CCVB, an applicant shall be appointed from the tourism industry in Chaffee County. Except for the members representing the respective chambers of commerce, each member shall be appointed by the Chaffee County Board of Commissioners for a three-year term, or until his or her respective successor has been appointed, and the terms of office shall be staggered so that approximately one-third of the members' terms expire on January 31 of each year. Members may be reappointed without limitation to terms. Members representing the respective chambers of commerce may be appointed by the applicable entity at any time. Vacancies on the CCVB may be filled by the entity that made the initial appointment to the then vacant position, and such appointee shall serve the remainder of the unexpired term. CCVB members shall serve at the pleasure of the Board of County Commissioners of Chaffee County and the Board may remove any member from the CCVB if the Board determines, in its sole discretion that a member is not adequately performing his or her duties or has engaged in misconduct.
3. A quorum shall be present at any meeting at which there are at least 4 voting members present, except that with respect to approval of financial matters, a majority of voting members shall constitute a quorum. Members may attend meetings telephonically.
4. The CCVB shall take no action and no resolution shall be adopted unless approved by a majority of the members present at a duly called and noticed meeting.
5. Monthly meetings shall be held on the fourth Tuesday of each month at 3:00 p.m. unless a quorum cannot be attained, in which case the meeting will be re-scheduled or cancelled. Meeting schedules will be posted at least 24 hours in advance of a meeting on the Chaffee County internet site and at the Chaffee County location for posting meeting notices. Notice of meetings shall also be provided to the local newspapers.
6. The Chairman may call a special meeting of the CCVB when the Chairman determines that a meeting might be beneficial, or upon the written request of any three or more regular members of the CCVB.

7. A special meeting of the CCVB may be called by the Chair by giving notice to each regular member at least three days prior to the meeting. Such notice shall set forth the time and place of such meeting and shall set forth the purpose of the meeting. Notice shall be deemed given when deposited in the US Mail or when a member is informed by telephone or email or other electronic transmission. The meeting notice shall be posted and provided as set forth in paragraph 5, above.
8. The officers of the CCVB shall be a Chair, Vice Chair and Secretary. Officers shall be elected by the CCVB at its first regularly scheduled meeting in February of every year. All terms of the officers shall be for a period commencing with the date of election and ending with the election held the following year, but shall continue until their successors take office. Officers shall be selected from the voting members of the CCVB.
9. The Chair shall be the Chief Executive Officer and shall preside at all meetings for the CCVB at which the Chair is present.
10. The Vice Chair shall preside at all meetings of the CCVB at which the Chair is absent.
11. The Secretary shall keep the minutes of all proceedings of the CCVB; shall attend to the giving and serving of all notices required by law and these by-laws; shall have charge of the minutes and such other books and records as the CCVB may direct; shall perform all other duties that may be incident to the office of Secretary. In the absence of the Secretary, the Chairman shall appoint a member or alternate member to serve as secretary for the meeting at which the Secretary is absent.
12. No member or officer of the CCVB shall receive any compensation or anything of value for serving on the CCVB or as an officer; provided, however, that to the extent not prohibited by statute, members may be reimbursed for out of pocket expenses incurred in carrying on the business of the CCVB so long as the reimbursement is approved by the CCVB.
13. Any funds over which the CCVB has the power of disposal shall be expended in accordance with law for the purposes set forth in Colorado Revised Statutes § 30-11-107. The CCVB shall review all expenditures for compliance with such purposes and for compliance with the County's conflict of interest policy.
14. The business of each meeting shall be limited to items on the agenda established at the proceeding or stated in the notice of any special meeting; provided that items may be added to the agenda by any member by contacting the Chairman who may then instruct the Secretary to add such item to the agenda. The Secretary shall notify each member of the augmented agenda at least 3 days prior to the meeting. Such notice shall be deemed given when deposited in the US Mail or when a member is contacted by telephone, or email and/or other electronic device. The new agenda shall be posted and provided as set forth in paragraph 5, above.
15. In every third calendar quarter, the CCVB shall prepare a budget for the expenditure of lodging tax revenues for the following business year. Such budget shall be delivered to the Chaffee County Commissioners for any action which may be required by law.

16. The CCVB shall, in the first calendar quarter of the year, prepare a written report detailing how lodging tax revenues were distributed in the preceding year and those reports shall be made available to the Chaffee County Commissioners.\

17. If any member or alternate member shall fail to attend three consecutive meetings without just cause, the CCVB shall advise the Chaffee County Commissioners and recommend that such member be removed. If there is a vacancy on the CCVB, the remaining members shall recommend to the Chaffee County Commissioners a replacement for such vacancy.

18. The CCVB shall have the power to repeal or amend these by-laws at any time and from time to time at any regular meeting or special meeting called for that purpose by the vote of the members of the CCVB. All bylaws are subject to approval by the Chaffee County Commissioners.